

REMARKS

Applicant has amended claims 1-8 to clarify that the advertisement and the media buys related to non-internet advertisement and media buys. Support for these amendments is found in the specification specifically on page 4, line 3, et al. The Examiner has rejected claims 1-8 as being obvious over Matsumoto (U.S. Patent No. 6,763,334). Matsumoto describes a method and system of arranging advertisements on a network for a potential media owner. Matsumoto specifically describes allocated an advertisers website to the ad space of a network media. The responses of Matsumoto all include having to visit the advertisers website. Matsumoto nowhere describes or teaches any method for determining which non-internet advertisements generated a web click. Therefore, claims 1-8 of the present application are not obvious over Matsumoto. Further, regarding claim 3, Matsumoto does not describe the date and time of a non-internet advertisement, the type of non-internet advertising and the location and expiration date of the non-internet advertising. Matsumoto further does not describe the costs and demographics of the non-internet advertisement specified in claims 4 and 5. Regarding claim 6, Matsumoto does not teach presenting a report which shows when a web click does not correspond to an advertisement.

Applicant believes that the application is now in condition for allowance.

"EXPRESS MAIL" Mailing Label No. EV 719121035 US

Date of Deposit: November 17, 2005

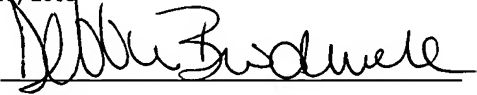
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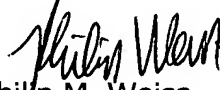
November 17, 2005

Signature:



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Respectfully submitted,



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